



Pharma Services

August 5, 2003

MDS Pharma Services Recruiting Department would like to address the response received regarding proposed advertising for promotional items i.e. lighters and ashtrays. We understand your concern that these promotional items could be misconstrued to encourage smoking. We will not pursue the approval of the ashtray. However, we have found that lighters are used for a variety of functions amongst smokers and nonsmokers i.e. candles, grills, camping. Our target audience could use these promotional items for the purpose of smoking, but we believe that the general public also benefits from these items.

Initially, we proposed advertising for these promotional items using text that simply stated - Smokers! Earn Extra Money! – with the goal that the person would be prompted to call MDS to learn more about the study and the study qualifications.

We are resubmitting promotional item artwork that states – Spare Time? Earn Extra Money! (Draft A). MDS IRB has approved this promotional item text.

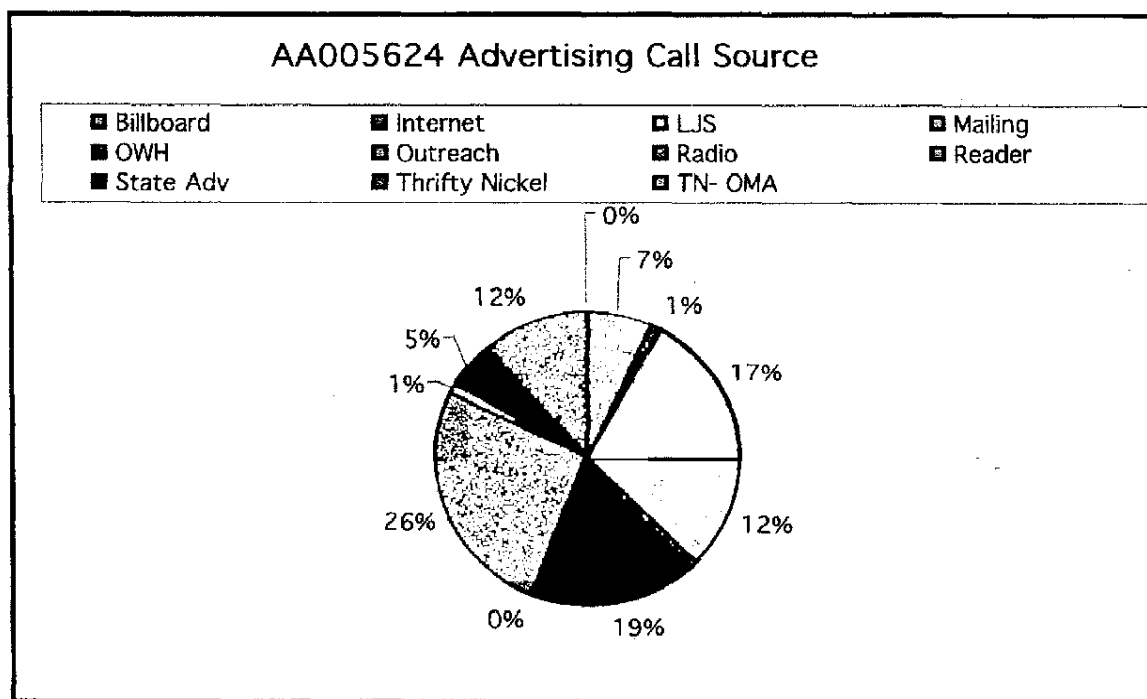
The criterion for study AA005624 is very specific and requires very specific advertising. During the initial recruiting/screening period, MDS tracked subjects' responses regarding media advertising. General smoking advertisements, "Smokers," were used for that campaign. From our records, only 8% of the approximate 500 subjects screened, met the criteria for AA005624.

MDS Recruiting Department would like to submit additional tools that we believe would assist us in successfully recruiting this Philip Morris study. We believe that these revised specific print and radio advertising (Draft B, C, D, E, F, G and H) will capture the attention of targeted smokers and will increase the number of qualified smokers for study recruitment. We have specified text requesting "full flavored smokers" and "non ultra light or light smokers."

We request that you review the resubmitted promotional item advertising and specific print and radio drafts. Due to impending timelines, we request a prompt response.

MDS also requests specific advertising suggestions from Philip Morris that could be approved and utilized.

PM3006736178



The media advertising source information is from AA005624 study participants who registered and screened for this study. The study participants provided which media advertising means prompted them to contact MDS Pharma Services.

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